

V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program

Horticulture

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
202	Plant Genetic Resources	0%		20%	
204	Plant Product Quality and Utility (Preharvest)	0%		5%	
205	Plant Management Systems	85%		45%	
211	Insects, Mites, and Other Arthropods Affecting Plants	5%		5%	
212	Pathogens and Nematodes Affecting Plants	0%		5%	
213	Weeds Affecting Plants	10%		10%	
601	Economics of Agricultural Production and Farm Management	0%		10%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	13.0	0.0	5.0	0.0
Actual Paid Professional	27.4	0.0	17.5	0.0
Actual Volunteer	42.5	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
499635	0	473185	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
499635	0	473185	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1759531	0	703824	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Key horticulture program areas addressed issues related to home owners; home, community and school gardens; commercial ornamentals; and turf. The Louisiana Master Gardener program provided volunteers to assist in addressing the growing needs of consumer horticulture audiences.

Teaching methods included extension and research activities such as result demonstrations, volunteer training, field days, studies, individual consultations, group meetings, mass media, publication development and extensive use of Web technology and social media outlets to reach target audiences.

2. Brief description of the target audience

Horticulture professionals, home gardeners, nursery industries, athletic field managers, Louisiana Master Gardener Volunteers, K-12 schools with gardens and related agribusiness clientele.

3. How was eXtension used?

417 questions submitted through eXtension's Ask an Expert system were answered by extension horticulture specialists.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	143815	11389074	65885	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2012

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2012	Extension	Research	Total
Actual	59	36	95

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of Web page views

Year	Actual
2012	2639384

Output #2

Output Measure

- Number of Web page visits

Year	Actual
2012	2231541

Output #3

Output Measure

- Number of Louisiana Master Gardeners completing training series

Year	Actual
2012	260

Output #4

Output Measure

- Number of service hours contributed by all Louisiana Master Gardeners

Year	Actual
2012	69912

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percentage of clientele adopting recommended practices
2	Louisiana Master Gardener volunteers supplement the delivery of consumer horticulture program to clients.
3	Percent adoption of recommended practices by commercial horticulture producers and professionals.

Outcome #1

1. Outcome Measures

Percentage of clientele adopting recommended practices

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Louisiana Master Gardener volunteers supplement the delivery of consumer horticulture program to clients.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Louisiana has an estimated 480,802 home vegetable gardens with a projected annual production of \$246 million. There also are countless home landscapes requiring maintenance and development that relates to an ever increasing need by consumers for horticulture information, training and timely access to the LSU AgCenter. Information is needed on species and cultivar selection, cultural practices, and weed management. Reduced personnel resources coupled with increased interest in consumer horticulture, home gardening and home grounds has exacerbated the need for trained volunteers to assist in the delivery of quality educational horticulture programs.

What has been done

The Louisiana Master Gardener (LMG) Program involves a network of volunteer support and was developed to strengthen the capacity of the LSU AgCenter's Cooperative Extension Service ability to effectively and efficiently meet the educational needs of home gardeners in Louisiana. Louisiana Master Gardeners complete the standardized LMG training course and are required to donate 40 hours of service the first year and 20 hours each year thereafter to maintain certification. Now in its 19th year, there are 24 LMG training programs in 53 of 64 parishes that

96% of Louisiana's population centers. The LMG Program follows the standard Master Gardener format and participants interact with Habitat for Humanity, garden foundations, parish beautification programs, local farmers' markets, schools and community gardening programs, food banks, professional organizations, local master gardener associations, and Master Gardener programs in other states. In 2012, LMG volunteers: worked with school and 4-H youth, nursing home residents, and home gardeners; answered telephone gardening questions and e-mail communications; provided information at on-site plant health care clinics and gardening information booths; conducted demonstrations, community and school gardening programs, public presentations, gardening seminars, workshops, garden shows, plant sales, educational tours, plant trials and evaluation; and urban tree protection and preservation programs; partnered with civic organizations and municipal entities to complete landscape projects; used media efforts involving newsletters, publications, cable TV and television broadcasts; planned, organized and conducted conference events; and performed on-site consultations.

Results

The increased need for consumer horticulture information and enhanced accessibility to the LSU AgCenter has proven that highly trained LMG volunteers presenting science-based information are recognized in their community as an important and critical resource for gardening education. In 2011, the LMG Program trained 260 new volunteers that increased the active number of volunteers statewide to 2,119. LMG volunteers provided 69,912 hours of their time to Extension educational projects and exposed 5,018,388 residents in Louisiana to consumer horticulture information. This volunteer service, equivalent to 42.5 full-time employees, increased the human capacity of Extension by 20.03%. The economic value of LMG efforts was \$1,836,161.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems
211	Insects, Mites, and Other Arthropods Affecting Plants
213	Weeds Affecting Plants

Outcome #3

1. Outcome Measures

Percent adoption of recommended practices by commercial horticulture producers and professionals.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Vegetable growers, fruit producers, along with turf and ornamental professionals, desire information on production improvements, better maintenance options, pest management and best management practices. Louisiana retail garden centers want to expand ornamental plant promotion and marketing efforts. Timely communication of commercial horticulture happenings and research information is desired.

What has been done

The Louisiana Super Plants promotion program has been implemented by ornamental horticulture professionals. Participants include 150 retail garden centers, 35 landscape horticulturists, and 60 growers. The Field of Excellence Turfgrass Program continued and expanded into new schools. Nursery and turfgrass studies addressed establishment, production and maintenance best management practices. Ornamental meadow plant adaptability work began. Breeding efforts in peaches and figs continued. A nursery production survey was conducted via in-person surveys and group meetings. The Louisiana Vegetable and Fruit Association re-organized. Ornamental horticulture e-news updates continued and a trial garden report e-news update was initiated. Facebook pages increased their focus on postings and outreach.

Results

Eighty per cent of Louisiana Super Plants retail/wholesale/landscape participants indicated the program had a positive effect on business, increasing traffic flow by 60% and increasing sales (10-60%). Nursery grower adoption of various the following recommended practices were: Soil/Growing Media Testing-78.9%, Insect, Disease Management, Scouting-65.8%, Weed Management, Scouting-76.3%, Production of New Plant Species/Varieties-81.6%, Maintain Detailed Crop Production Records-52.6%, Louisiana Super Plants, Marketing Efforts-50%.

Six native perennial bunch grasses and one coastal grass were found to be tolerant to pre-emergent, woody species-selective and sedge-selective herbicides which can control weed pressure in one-year growth and establishment.

Sixteen football fields at high schools in Louisiana have been named "Fields of Excellence".

Primary contacts via Facebook pages numbered over 400,000. E-news updates resulted in 65,550 contacts.

4. Associated Knowledge Areas

KA Code	Knowledge Area
202	Plant Genetic Resources
204	Plant Product Quality and Utility (Preharvest)
205	Plant Management Systems

211	Insects, Mites, and Other Arthropods Affecting Plants
212	Pathogens and Nematodes Affecting Plants
213	Weeds Affecting Plants
601	Economics of Agricultural Production and Farm Management

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

{No Data Entered}

V(I). Planned Program (Evaluation Studies)

Evaluation Results

A survey of home vegetable gardeners revealed the following adoption rates for recommended practices: varieties 84%, insect control 83%, disease control 82%, fertilizer (according to soil test) 75%, planting dates 87%, irrigation practices 70%.

Key Items of Evaluation